



PRELIMINARY AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111  
Serial Number: 09/767,819  
Filing Date: January 22, 2001  
Title: Method For Advertisers to Sponsor Broadcasts Without Commercials

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**S/N 09/767,819**

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Robert M. Zeidman	Examiner:	Beliveau, Scott E.
Serial No.:	09/767,819	Group Art Unit:	2623
Filed:	January 22, 2001	Docket No.:	Zeid-02
Title:	Method For Advertisers to Sponsor Broadcasts Without Commercials		

**AMENDMENT AND RESPONSE UNDER 37 CFR § 1.114**

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Commissioner for Patents  
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This Amendment and Response is filed in connection with a Request for Continued Examination and in response to the Final Office Action mailed on December 18, 2006. Please amend the above-identified patent application as follows.

**IN THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

- a. receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow ~~constructing~~ construction of a viewing record of the broadcast;
- b. extracting and displaying content from said broadcast without commercial interruption to a viewer;
- c. extracting said embedded information from said broadcast;
- d. storing said embedded information;
- e. at a predetermined time and without viewer interaction, sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and